

# D.O. CAVA

PRESS RELEASE

## **D.O. Cava achieves a new all-time sales record in 2021**

- **Despite the economic difficulties of 2021, D.O. CAVA shows its resilience and grows by a spectacular 17.34%, reaching a sales volume of 252 million bottles.**
- **CAVA is a universal product: its ability to cross borders and reach global consumers is unparalleled; 71% of its sales are to international markets.**
- **The D.O.'s commitment to ecology, sustainability and the highest-value Cavas with long aging has achieved unprecedented growth. Organic CAVAS grew 65% and those of Guarda Superior (more than 18 months of aging) by an outstanding 104.25%.**



**Vilafranca del Penedès, 16 March 2022.** The president of the D.O. CAVA, Javier Pagés, announced today in a plenary session that the closing figures for 2021 indicate that “CAVA is vitally important for the sustainability and development of our territory, with more than 350 wineries and 38,000 hectares of vineyards. As

a D.O. based on origin, on our vineyards, and on long aging, we have a serious responsibility and a unique opportunity to take the exceptional success of Cava to even greater heights. Certain wineries have gone their own way or disassociated themselves from the D.O. for their own benefit. But this should not prevent those among us who have always protected the territory, and achieved such remarkable success, from aspiring even higher. Moreover, it should not deter us from occupying a yet more significant position within the select world of high-quality sparkling wines. We must not lose sight of the fact that major challenges can only be accepted when united, and with the full participation of the territory and the generosity of all.”

### **The Spanish Denomination of Origin with the highest exports**

The foreign market demonstrates the strength and presence of the D.O. CAVA at an international level, with an increase of 11.34%, consolidating 71% of total sales. In European Union countries, growth was 3.16%, and third countries continued to grow by an outstanding 30.43%. The German market maintained its position as the main consumer country (4.23%), followed by the United States (with an impressive growth of 40%), Belgium (11.56%), the United Kingdom (-3.90%) and Japan (7.94%). Also noteworthy is the growth in Austria (65.54%), Brazil (37.69%), and Poland (27.35%), all with double-digit increases.

"The international presence of CAVA demonstrates its power as a brand in diverse territories on a global scale," Pagés points out. The "360 degrees of CAVA" promotional campaign, run by CAVA D.O. in 2021, allowed numerous influencers and bubble-lovers to taste and learn about the versatility and excellence of CAVA. This high-level educational programme will be continued this year, complemented by the professional certifications offered by the CAVA Academy.

### **The domestic market is above pre-pandemic levels.**

Domestic market sales increased by 19.04%, reaching 68,762,000 bottles. The channel that has seen the sharpest increase is online sales, with an increase of 17.7% in value and 19.3% in volume, while food and beverages continues the upward trend with an increase of 6.1% in value and 5.1% in volume. The offline and hospitality channels also evolved positively in value with 5.9% and 5.3%, and 4.9% and 2.3% in volume respectively, according to NielsenIQ data.

## **Organic Cava sees unprecedented growth**

Highlighted within the CAVA D.O. is the organic CAVA category, as a result of the new regulations that set 2025 as the decisive year for the entire category of Guarda Superior to be 100% organic. The number of bottles produced and labelled now exceeds 22,797,356 bottles, with an impressive growth of 65.43% compared to 2020, consolidating a category that is in a state of transition for certain winemakers in the Designation of Origin. The Guarda Superior segment is a major contributor, with a remarkable growth of 104.25%, representing 42.09% of the total organic CAVA category.

The new direction taken by the D.O. CAVA's strategic commitment to the new segmentation and zoning, with a strong focus on the sustainability of the territory and the production of CAVA, shows that it is clearly heading in the right direction.

## **2022, a key year in the history of the CAVA Designation of Origin**

Last year saw the implementation of the first phase of the Strategic Plan for the segmentation and zoning of CAVA. This, in turn, set in motion a plan to reinforce the control measures of the CAVA D.O. and the information and traceability system. This year will see the launch of the first quality seals under these new regulations, showing the geographical origin and product segment.

They will be officially presented to the general public on 5 April at the Barcelona Wine Week trade fair, specifically at a round table discussion with celebrated wine personalities such as Ferran Centelles, Fernando Mora MW, Pedro Ballesteros MW and Sarah Jane Evans MW.

“Implementing these new regulations is a significant challenge and, at the same time, a considerable achievement for all those associated with the D.O. CAVA,” concludes Javier Pagés.

## **D.O. CAVA, commitment to origin, land and sustainability**

With more than 70% of international sales, CAVA is the Spanish D.O. that exports the most. The CAVA industry has over 38,000 hectares of vineyards and more than 6,800 winegrowers, and its 370 associated wineries are present in more than 100

countries. CAVA, which pairs harmoniously with every type of gastronomy, is made using the traditional method, with a strict commitment to origin, land and sustainability.

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